

**MAY 2012**

**P/ID 77565/PMBT1**

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Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE out of Eight questions.

1. What is hospitality? Explain its characteristics.
2. Describe the food and beverages division.
3. What do you mean by job description and job specification? Give examples.
4. Define front office management. What are front office equipments?
5. What are the methods of payments of registration?
6. Write a brief note on Inter departmental communication.
7. Describe the term 'Guest relations'.
8. Write a brief note on revenue management.

PART B — (5 × 10 = 50 marks)

Answer any FIVE out of Eight questions.

9. Elaborate the various types hotel organization charts in a detailed manner.
10. Explain the goals and strategies of front office operations.
11. What do you mean by reservation? Explain the merits and types of reservation.
12. What are the front office responsibilities and communication? Explain.
13. Describe the steps in recruiting and selecting the human resources in hospitality industry.
14. What is meant by front office accounting? How an account is created and maintained? Elaborate.
15. Describe various divisions and their features of hotel organization in detail.
16. Define lodging. Explain the various levels of service in lodging industry.

PART C — (1 × 20 = 20 marks)

(Compulsory question)

17. In the early-1990s, advertisements featuring the tagline, 'God's Own Country,' began appearing in the print and electronic media in India. These advertisements were not run by a company to promote its products and services. Instead, the campaign was run by Kerala Tourism Development Corporation (KTDC) and was intended to promote the South Indian state of Kerala as a tourist destination. The advertisers projected Kerala as 'the place to be,' marketing every aspect of the state from the towns, cities, beaches, backwaters, cultural heritage, food, wildlife and even the centuries-old tradition of healthcare through Ayurveda. These aspects of Kerala, which were identified as the state's unique selling propositions, were packaged in a professional way by KTDC. Apart from these marketing initiatives, the government of Kerala made an effort to professionally manage the state's tourism industry.

However, the above facts were not something India could claim to be proud of. The country has a plethora of tourism attractions such as historical monuments, rich and varied cultural heritage,

palaces, deserts, highest mountains, coastline, tropical forests, beaches and religious places (among others) that should have ideally attracted tourists in hordes. Though many other states, such as Goa and Rajasthan, and places such as Agra, Khajuraho and Kanyakumari, were famous all over the world, India did not feature anywhere in the top tourist destinations of the world. While Hong Kong and China generated US \$7.2 billion and US \$4.1 billion respectively through tourism, India earned only \$3 billion in 2001. Kerala's efforts thus came to be seen as a welcome development, prompting industry observers to observe that perhaps other states would follow suit and give a boost to the country's hitherto 'lacklustre' travel and tourism industry.

Question :

Branding is necessary for a place to successfully promote it as a tourist destination – Critically examine.

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